

ESTTA Tracking number: **ESTTA768903**

Filing date: **09/06/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

### Opposers Information

Name	NFL Properties LLC
Granted to Date of previous extension	09/04/2016
Address	345 Park Avenue New York, NY 10154 UNITED STATES

Name	Dallas Cowboys Football Club, Ltd.
Granted to Date of previous extension	09/04/2016
Address	Cowboys Center, One Cowboys Parkway Irving, TX 75063 UNITED STATES

Attorney information	Kristin H. Altoff Morgan, Lewis & Bockius LLP 1111 Pennsylvania Ave., NW; Attn: TMSU Washington, DC 20004 UNITED STATES trademarks@morganlewis.com, kristin.altoff@morganlewis.com, felicia.gordon@morganlewis.com Phone:202.739.3000
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### Applicant Information

Application No	86751535	Publication date	03/08/2016
Opposition Filing Date	09/06/2016	Opposition Period Ends	09/04/2016
Applicant	The Palmer Williams Group 119 Patricia Ave. Prichard, AL 36610 UNITED STATES		

### Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Hats; Jerseys; Pants; Socks; Sweatshirts; T-shirts

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)


False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrepute	Trademark Act Section 2(a)
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## Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	897133	Application Date	10/28/1969
Registration Date	08/18/1970	Foreign Priority Date	NONE
Word Mark	COWBOYS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1960/04/01 First Use In Commerce: 1960/04/01 ENTERTAINMENT SERVICES-NAMELY, FOOTBALLEXHIBITIONS RENDERED LIVE IN STADIUM AND THROUGH THE MEDIA OF RADIO AND TELEVISION BROADCASTS		


U.S. Registration No.	841044	Application Date	07/14/1966
Registration Date	12/19/1967	Foreign Priority Date	NONE
Word Mark	DALLAS COWBOYS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1960/04/15 First Use In Commerce: 1960/04/15 ENTERTAINMENT SERVICES-NAMELY, FOOTBALLEXHIBITIONS RENDERED LIVE IN STADIA ANDTHROUGH THE MEDIA OF RADIO AND TELEVISION BROADCASTS		


U.S. Registration No.	1930385	Application Date	08/03/1992
Registration Date	10/31/1995	Foreign Priority Date	NONE
Word Mark	DALLAS COWBOYS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1963/09/00 First Use In Commerce: 1963/09/00 trading cards, posters, magazines and books regarding football, postcards, calendars, wrapping paper, paper gift boxes,paper stickers, paper napkins, [paper towels,] posterbooks, notepads, paper hats and greeting cards Class 025. First use: First Use: 1963/09/00 First Use In Commerce: 1963/09/00 men's, women's and children's clothing and footwear; namely, coaches caps, woolhats,[ painters caps], baseball caps, visors, headbands, ear muffs,[ knit face masks,] belts, wristbands, T-shirts, tank tops, pajamas, golf shirts, sweaters, sweatshirts, jackets, neckties, braces, cloth bibs, jerseys, night shirts, coats, robes, raincoats, parkas, ponchos, sneakers, gloves, scarves, [ snow suits, ] mittens, aprons, down jackets, leather jackets, shorts, sweatpants, jeans, pants,[		

	knickers], socks, underwear, bathing suits [and leg warmers]		
U.S. Registration No.	3806073	Application Date	09/16/2009
Registration Date	06/22/2010	Foreign Priority Date	NONE
Word Mark	DALLASCOWBOYS.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1999/00/00 First Use In Commerce: 1999/00/00 On-line retail store services, and online mail order catalog services featuring clothing, athletic gear and equipment, novelty items, housewares, automotive accessories, printed material, photographs, calendars; Charitable services, namely, organizing and conducting volunteer programs and community service projects</p> <p>Class 038. First use: First Use: 1999/00/00 First Use In Commerce: 1999/00/00 Providing computer bulletin boards and real-time chat sessions in the fields of athletics and athletic competitions; providing on-line electronic bulletin boards for transmission of messages among computer users concerning athletics and athletics competitions</p> <p>Class 041. First use: First Use: 1999/00/00 First Use In Commerce: 1999/00/00 Education and entertainment services, namely, providing sports and entertainment information via a global computer network or a commercial on-line service; fanclubs; organization of sports and sports events in the nature of football; entertainment services provided during intervals at sporting events, namely, theatrical, musical, and multimedia performances, namely, live dance performances; arranging and organizing of football competitions, physical education programs; production of radio and video programs; on-line journals, namely, blogs featuring sports and sports events</p>		


  

U.S. Registration No.	4918841	Application Date	06/17/2014
Registration Date	03/15/2016	Foreign Priority Date	NONE
Word Mark	COWBOY'S CORRAL		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 043. First use: First Use: 1990/00/00 First Use In Commerce: 1990/00/00 Providing tailgating and hospitality facilities</p>		

U.S. Registration No.	4922000	Application Date	05/08/2015
Registration Date	03/22/2016	Foreign Priority Date	NONE
Word Mark	HOW 'BOUT THEM COWBOYS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2007/06/00 First Use In Commerce: 2007/06/00 Wearing apparel, namely, shirts		

U.S. Registration No.	2984690	Application Date	03/24/2004
Registration Date	08/16/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 Online retail store services featuring a wide variety of general merchandise products; promoting public awareness as to the need for community involvement		


	<p>in charities and charitable fundraising by hosting and sponsoring charity events; advertising services, namely, promoting the goods and services of others via a website on the internet</p> <p>Class 036. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 Charitable fundraising services; real estate investment, real estate mortgage brokerage and real estate brokerage services</p> <p>Class 038. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 Providing multiple-user access to interactive computer databases in the fields of athletics and athletic competitions; providing computer bulletin boards and real-time chat rooms for transmission of messages among computer users in the field of athletics and athletic competitions</p> <p>Class 041. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 Educational and entertainment services, namely, providing professional football games and exhibitions; providing sports and entertainment information via a global computer network or a commercial online service; fan clubs; organization of sports and sports events; entertainment services provided during intervals at sporting events, namely, theatrical, musical and multimedia performances; arranging and organizing of athletic competitions, physical educational instruction and training, production of radio and television programs; golf club services; providing entertainment in the nature of golf tournaments; sports camps; providing facilities for sports exhibitions; providing facilities for recreational activities; providing sports information via a web site on the internet</p>
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U.S. Registration No.	2996639	Application Date	03/24/2004
Registration Date	09/20/2005	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The Mark consists of a STAR with a border design.		
Goods/Services	<p>Class 004. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 CANDLES</p> <p>Class 016. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 STICKERS, NOTE CARDS, PAPER WEIGHTS, AND PENS</p>		

	<p>Class 018. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 UMBRELLAS</p> <p>Class 020. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 NON-METAL KEY RINGS, DECORATIVE NON-METALLIC ORNAMENTS, NAMELY, VEHICLE ANTENNATOPPERS</p> <p>Class 024. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 TOWELS, FABRIC FLAGS, AND COMFORTERS</p>
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U.S. Registration No.	3094659	Application Date	03/24/2004
Registration Date	05/23/2006	Foreign Priority Date	NONE


Word Mark	NONE
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Design Mark	
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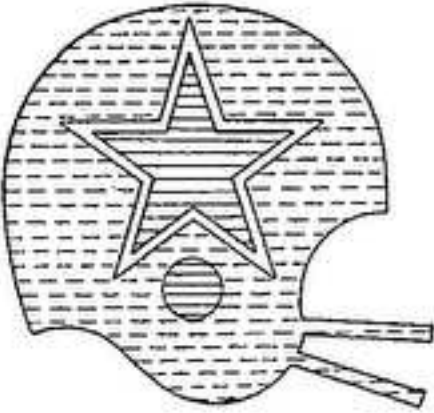
Description of Mark	The Mark consists of a STAR with a border design.
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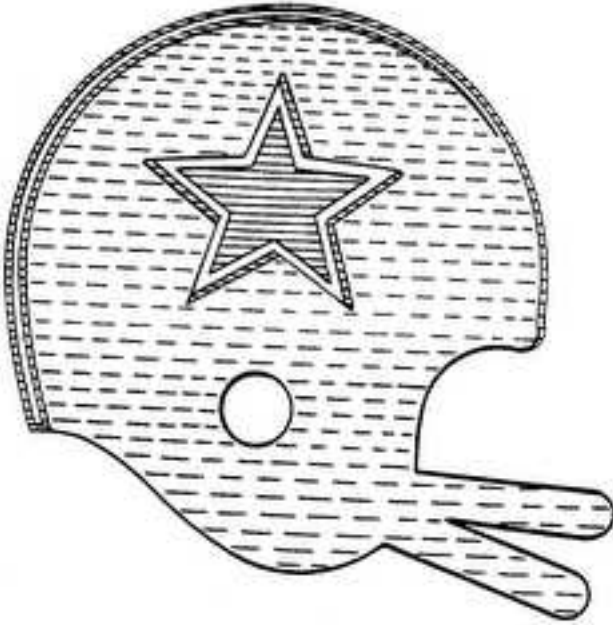
Goods/Services	<p>Class 009. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 FOOTBALL HELMETS; TAPE RULERS</p> <p>Class 012. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 LICENSE PLATE FRAMES; FITTED SUNSHADES FOR VEHICLES; FITTED TRAILER HITCH COVERS</p> <p>Class 020. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 ACRYLIC DISPLAY CASES; PLASTIC NOVELTY LICENSE PLATES</p> <p>Class 021. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 BEVERAGE GLASSWARE; NON-METAL PIGGY BANKS</p> <p>Class 027. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 FLOOR MATS FOR VEHICLES</p> <p>Class 028. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 TOY CARS, TOY BALLS, TOY HELMETS, FOOTBALLS, GOLF ACCESSORIES, NAMELY, BALLS, TEES, BALL MARKERS AND BALL REPAIR DEVICES, GOLF CLUB COVERS, DOLLS, [ SOCCER BALLS, DOMINOES ] AND TOY</p>
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	TRAINS
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U.S. Registration No.	3097072	Application Date	03/24/2004
Registration Date	05/30/2006	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The Mark consists of a STAR with a border design.		
Goods/Services	<p>Class 011. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 ELECTRIC NIGHT LIGHTS, LAMPS, AND BLINKING NOVELTY LIGHTS</p> <p>Class 014. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 ORNAMENTAL PINS, JEWELRY, NECKLACES, CLOCKS AND WATCHES</p> <p>Class 025. First use: First Use: 1975/00/00 First Use In Commerce: 1975/00/00 hats, caps, visors, headbands, gloves, shirts, t-shirts, polo shirts, shorts, pants, jackets, sweat suits, coats, sweatshirts, [ overalls,] girl cheerleader uniforms, infant apparel, namely, infant t-shirts, rompers, creepers, fleece sets comprising fleece tops and bottoms, jerseys, cheerleading sets comprising skirts, shirts and vests, infant and toddler one piece clothing, wind suits and pajamas, [masks, namely, sleep masks and ski masks, ] and ponchos</p>		


U.S. Registration No.	893942	Application Date	10/28/1969
Registration Date	06/30/1970	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1962/00/00 First Use In Commerce: 1963/00/00 ENTERTAINMENT SERVICES-NAMELY, FOOTBALLEXHIBITIONS RENDERED LIVE IN STADIUMS AND THROUGH THE MEDIA OF RADIO AND TELEVISION BROADCAST

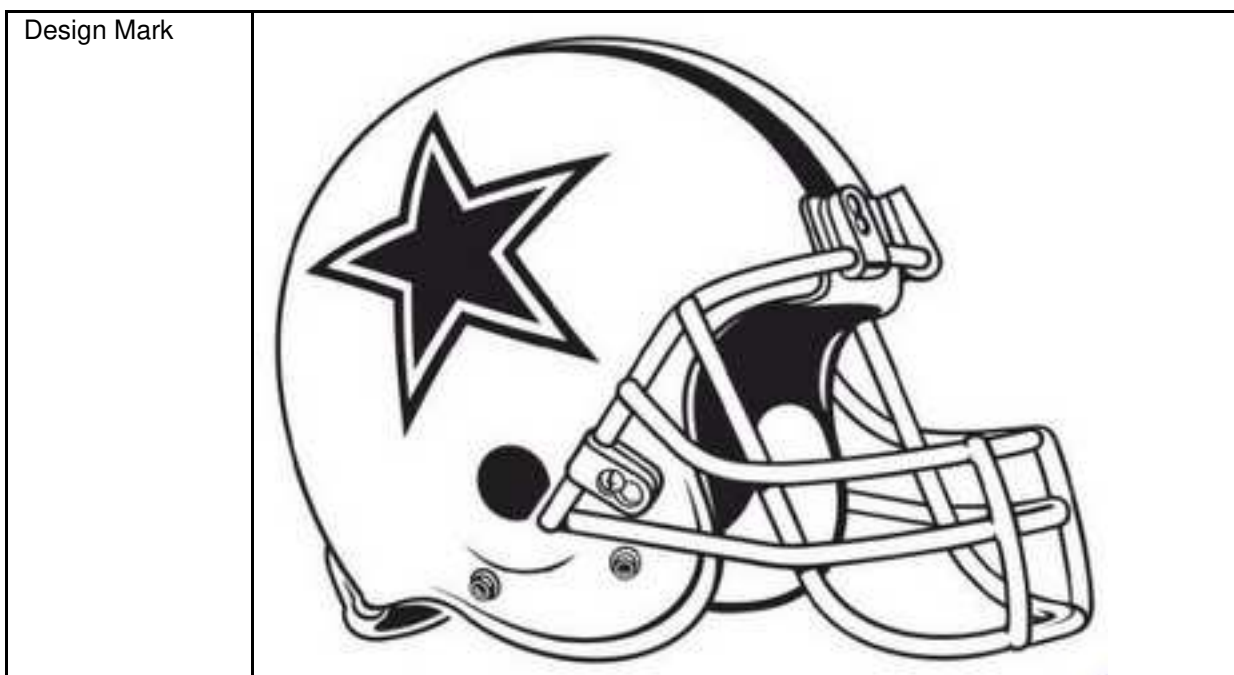
U.S. Registration No.	1398001	Application Date	04/22/1985
Registration Date	06/17/1986	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		



Goods/Services	Class 041. First use: First Use: 1960/04/15 First Use In Commerce: 1960/04/15 ENTERTAINMENT SERVICES IN THE FORM OF FOOTBALL GAMES AND EXHIBITIONS
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U.S. Registration No.	2358931	Application Date	08/03/1992
Registration Date	06/20/2000	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 1963/09/00 First Use In Commerce: 1963/09/00 trading cards, posters, magazines relating to football,[ postcards,] calendars,[wrapping paper, paper gift boxes,] paper stickers, paper napkins,[ paper towels,] books relating to football,[ books of detachable posters relating to football,] notepads, [paper party hats and greeting cards]</p> <p>Class 025. First use: First Use: 1963/09/00 First Use In Commerce: 1963/09/00 men's, women's and children's clothing [and footwear]; namely, [coaches caps, wool hats, painters caps], baseball caps,[visors, headbands, ear muffs,] [knit face masks], [belts, wristbands], T-shirts,[ tank tops, pajamas, golf shirts, sweat-ers,] sweatshirts,[ jackets,] neckties,[ suspenders, ]cloth bibs, [jerseys, night shirts, coats, robes, raincoats, parkas, ponchos, sneakers, gloves, scarves,snow suits, mittens, aprons, down jackets, leather jackets, shorts, sweatpants,jeans, pants, knickers, socks, underwear, bathing suits] [and leg warmers]</p>		


U.S. Registration No.	4726215	Application Date	02/05/2014
Registration Date	04/28/2015	Foreign Priority Date	NONE
Word Mark	NONE		



Description of Mark	The mark consists of a helmet with a star.
Goods/Services	<p>Class 009. First use: First Use: 1976/00/00 First Use In Commerce: 1976/00/00 Decorative magnets; downloadable software in the nature of mobile applications for displaying information relating to football exhibitions, football schedules, media guides, audio and visual recordings relating to football exhibitions; downloadable computer game and video game software; downloadable multimedia file containing artwork, text, audio, video, games, and Internet web links relating to football exhibitions; downloadable electronic publications, namely, media guides, magazines, and newsletters, all in the field of football; pre-recorded DVDs featuring the sport of football; light switch covers; video and computer game software; mouse pads; protective covers and cases for cell phones, laptops, and portable media players</p> <p>Class 014. First use: First Use: 1976/00/00 First Use In Commerce: 1976/00/00 Clocks, jewelry, ornamental pins, bracelets, charms, earrings, jewelry box, keyrings of precious metals, collectible coins, charms, pendants, necklaces</p> <p>Class 016. First use: First Use: 1976/00/00 First Use In Commerce: 1976/00/00 Pencils, pens, clip boards, pictorial prints, art pictures, money clips, notepads, paper weights, coasters of paper, flash cards, stickers, decals</p> <p>Class 024. First use: First Use: 1968/00/00 First Use In Commerce: 1968/00/00 Fabric flags and banners, textile wall hangings, towels, place mats of textile material, table cloths not of paper, blanket throws, comforters, textile fabrics for use in making clothing and household furnishings</p> <p>Class 028. First use: First Use: 1968/00/00 First Use In Commerce: 1968/00/00 Toys and sporting goods, namely, puzzles, wind socks, golf balls, balls for games, miniature toy helmets, board games, dart games, toy figurines, checkers sets, chess games, toy bank, beach ball, Christmas tree ornaments; protective covers and cases for electronic and video game controllers and consoles</p>

U.S. Registration No.	3939149	Application Date	05/10/2010
Registration Date	03/29/2011	Foreign Priority Date	NONE
Word Mark	1960 50 2010		

Design Mark	
Description of Mark	The mark consists of a five pointed star with alternating borders and the center most star, the numeral "50" appears in the center of the star, and a curved banner outline appears with the dates "1960" to the left and "2010" to the right.
Goods/Services	Class 025. First use: First Use: 2010/06/00 First Use In Commerce: 2010/06/00 Men's, women's and children's clothing, namely, hats, caps, wool hats, baseball caps, visors, T-shirts, tank tops, golf shirts, sweatshirts, jackets, jerseys, coats, down jackets, leather jackets, shorts

U.S. Registration No.	4623887	Application Date	02/11/2014
Registration Date	10/21/2014	Foreign Priority Date	NONE
Word Mark	TRUE BLUE FAN CLUB		
Design Mark			
Description of Mark	The mark consists of the stylized words "TRUE BLUE FAN CLUB" written in a banner type format. A stylized star design appears between the words "TRUE" and "BLUE".		
Goods/Services	Class 041. First use: First Use: 2011/07/00 First Use In Commerce: 2011/07/00 Fan club services		

Attachments	77828060#TMSN.png( bytes ) 86311938#TMSN.png( bytes ) 86623893#TMSN.png( bytes ) 76582638#TMSN.png( bytes ) 76582640#TMSN.png( bytes ) 76582639#TMSN.png( bytes ) 76582641#TMSN.png( bytes ) 72341895#TMSN.png( bytes ) 73533507#TMSN.png( bytes ) 74318689#TMSN.png( bytes ) 86184881#TMSN.png( bytes ) 85034261#TMSN.png( bytes ) 86190740#TMSN.png( bytes ) PRICHARD COWBOYS Notice of Opposition.pdf(103196 bytes )
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Kristin H. Altoff/
Name	Kristin H. Altoff
Date	09/06/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

DALLAS COWBOYS FOOTBALL CLUB,  
LTD. and NFL PROPERTIES LLC,

Opposers,

v.

THE PALMER WILLIAMS GROUP,

Applicant.

In re Application Serial No. 86/751,535  
Mark: PRICHARD COWBOYS  
PRICHARD COWBOYS and Star Design



Published: March 8, 2016

Opposition No. \_\_\_\_\_

**NOTICE OF OPPOSITION**

Opposers Dallas Cowboys Football Club, Ltd. and NFL Properties LLC (“Opposers”) believe they will be damaged by registration of the designation PRICHARD COWBOYS PRICHARD COWBOYS and Star Design shown in Application Serial No. 86/751,535 (“Applicant’s PRICHARD COWBOYS and Star Design Designation”), filed by The Palmer Williams Group (“Applicant”) for use in connection with “Hats; Jerseys; Pants; Socks; Sweatshirts; T-shirts” in Class 25. Opposers hereby oppose registration of Applicant’s PRICHARD COWBOYS and Star Design Designation under the provisions of Sections 2(a), 2(d), 13, and 43(c) of the Trademark Act of July 5, 1946 (the “Lanham Act”), 15 U.S.C. §§ 1052(a), 1052(d), 1063 and 1125(c).

As grounds for opposition, Opposers allege that:

1. Opposer Dallas Cowboys Football Club, Ltd. (the “Cowboys” or “Cowboys Club”) is a Texas limited partnership with its principal place of business at Cowboys Center, One Cowboys Parkway, Irving, Texas 75063. The Cowboys Club owns and operates a professional football team and provides entertainment services to the public in the form of competitive

professional football games. The Cowboys Club is one of the thirty-two member clubs (the “Member Clubs”) of the National Football League (“NFL”).

2. Opposer NFL Properties LLC (“NFLP”) is a limited liability company organized and existing under the laws of Delaware with its principal place of business at 345 Park Avenue, New York, New York, 10154. NFLP represents the NFL and its thirty-two Member Clubs for the licensing and protection of their names, logos, symbols, and other identifying marks and is charged with protecting these marks and the rights of the NFL and the Member Clubs with respect thereto.





3. For many years, and long before the September 9, 2015, filing date of Applicant’s intent-to-use application, Opposers have used marks consisting of and containing COWBOYS and marks consisting of and containing the Cowboys Star Design, depicted below (collectively, “Opposers’ COWBOYS and Star Design Marks”) in connection with their business of organizing, conducting, and promoting the Cowboys football franchise.









4. For many years, and long before the September 9, 2015, filing date of Applicant’s intent-to-use application, Opposers and their authorized business partners, sponsors, and/or licensees have used Opposers’ COWBOYS and Star Design Marks on or in connection with the sale of a wide variety of goods and services related to the business of organizing, conducting, and promoting the Cowboys football franchise.

5. In addition to the common law rights in Opposers’ COWBOYS and Star Design Marks, the Cowboys Club owns registrations and applications for many of Opposers’

COWBOYS and Star Design Marks used in connection with entertainment services in the form of football games and exhibitions and promotional and merchandising products and services, including, among others, the following registrations issued by the United States Patent and Trademark Office (“PTO”):

Registration Number	Mark	International Class	Date of First Use in Commerce
897,133	COWBOYS	41	4/1/1960
841,044	DALLAS COWBOYS	41	4/15/1960
1,930,385	DALLAS COWBOYS	16, 25	9/1963
3,806,073	DALLASCOWBOYS.COM	35, 38, 41	1999
4,918,.841	COWBOY'S CORRAL	43	1990
4,922,000	HOW 'BOUT THEM COWBOYS	25	6/2007
2,984,690		35, 36, 38, 41	1975
2,996,639		4, 16, 18, 20	1975
3,094,659		9, 12, 20, 21, 27, 28	1975
3,097,072		11, 14, 25	1975

Registration Number	Mark	International Class	Date of First Use in Commerce
893,942		41	1963
1,398,001		41	4/15/1960
2,358,931		16, 25	9/1963
4,726,215		9, 14, 16, 24, 28	1976 (9, 14, 16) 1968 (24, 28)
3,939,149		25	6/2010
4,623,887		41	7/2011

6. The registrations referenced above are valid and subsisting, in full force and effect, and constitute *prima facie* and/or conclusive evidence of the Cowboys Club's exclusive right to use the marks in commerce in connection with the goods and services specified in the registrations.

7. The following registrations referenced above are incontestable pursuant to the provisions of Section 15 of the Lanham Act, 15 U.S.C. § 1065, and constitute conclusive



evidence of the Cowboys Club's exclusive right to use the marks in commerce in connection with the goods and services specified in the registrations: 841,044; 897,133; 893,942; 1,398,001; 1,930,385; 2,358,931; 2,984,690; 2,996,639; 3,094,659; and 3,097,072.

8. During the longstanding, widespread and continuous use of Opposers' COWBOYS and Star Design Marks, Opposers and their authorized business partners, sponsors, and licensees have expended considerable time, effort, and money in advertising and publicizing the sale of goods and services bearing the Opposers' COWBOYS and Star Design Marks.

9. Opposers and their licensees and sponsors have sold and offered for sale goods and services bearing Opposers' COWBOYS and Star Design Marks in a trading area of broad geographical scope encompassing the United States, including its territories.

10. Opposers and their licensees and sponsors have sold and offered for sale goods and services bearing Opposers' COWBOYS and Star Design Marks in numerous channels of trade.

11. Opposers' COWBOYS and Star Design Marks are symbolic of the extensive goodwill and consumer recognition that Opposers have established through substantial expenditures of time, effort and other resources in the advertising and promotion of the goods and services Opposers sell and offer for sale under Opposers' COWBOYS and Star Design Marks.

12. As a result of Opposers' regular, extensive and well-publicized use, Opposers' COWBOYS and Star Design Marks are famous in the United States and are associated exclusively with Opposers and their high quality goods and services.

13. The colors associated with the Cowboys Club are blue, silver and white.

14. On September 9, 2015, Applicant filed an application for federal registration of Applicant's PRICHARD COWBOYS and Star Design Designation shown in Application Serial No. 86/751,535.

15. Applicant's PRICHARD COWBOYS and Star Design Designation application covers "Hats; Jerseys; Pants; Socks; Sweatshirts; T-shirts" in Class 25.

16. Upon information and belief, Applicant is using or intends to use Applicant's PRICHARD COWBOYS and Star Design Designation in a manner that intentionally trades off of the goodwill of Opposers' COWBOYS and Star Design Marks.

17. Applicant's PRICHARD COWBOYS and Star Design Designation, Application Serial No. 86/751,535, was published for opposition in the *Official Gazette* on March 8, 2016.

18. The Trademark Trial and Appeal Board extended the opposition period for Applicant's PRICHARD COWBOYS and Star Design Designation by granting Opposers' timely requests for extensions. The opposition period for Application Serial No. 86/751,535 currently expires on September 4, 2016. Because the opposition deadline falls on a Sunday and the following day is a government holiday, Opposers timely file this opposition. Therefore, Opposers timely file this opposition.

19. Opposers' rights in and to Opposers' COWBOYS and Star Design Marks are superior to those of Applicant.

20. Opposers' COWBOYS and Star Design Marks are famous and became famous before the Applicant's filing date or any use of Applicant's PRICHARD COWBOYS and Star Design Designation.

21. Applicant's application for and any use of Applicant's PRICHARD COWBOYS and Star Design Designation are without the consent, authorization, or license of Opposers.

22. Applicant's PRICHARD COWBOYS and Star Design Designation incorporates both Opposers' COWBOYS mark and Opposers' Cowboys Star Design mark in their entirety.



23. Upon information and believe, Applicant uses the colors blue, silver and white in connection with Applicant's PRICHARD COWBOYS and Star Design Designation.



24. Opposers believe they will be damaged by registration of Applicant's PRICHARD COWBOYS and Star Design Designation under Section 13 of the Lanham Act, 15 U.S.C. § 1063, on the ground that Applicant's use and registration of the subject designation will falsely suggest a connection between Applicant and Opposers named herein to the damage of Opposers, in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

25. Opposers believe they will be damaged by registration of Applicant's PRICHARD COWBOYS and Star Design Designation under Section 13 of the Lanham Act, 15 U.S.C. § 1063, on the ground that the subject designation so resembles Opposers' COWBOYS and Star Design Marks used by Opposers in the United States as to be likely, when used on or in connection with the goods identified in the application for Applicant's PRICHARD COWBOYS and Star Design Designation, to cause confusion, mistake or to deceive consumers, with

consequent injury to Opposers and to the public, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

26. Opposers believe they will be damaged by registration of Applicant's PRICHARD COWBOYS and Star Design Designation under Section 13 of the Lanham Act, 15 U.S.C. § 1063, because the use and registration of Applicant's PRICHARD COWBOYS and Star Design Designation is likely to dilute the distinctive quality of Opposers' famous COWBOYS and Star Design Marks, in violation of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

WHEREFORE, Opposers believe they will be damaged by registration of Applicant's PRICHARD COWBOYS and Star Design Designation shown in Application Serial No. 86/751,535 and respectfully request that the registration sought by Applicant be refused.

Dated: September 6, 2016

Respectfully submitted,

By: /s/ Kristin H. Altoff

Kristin H. Altoff

Morgan, Lewis & Bockius LLP

1111 Pennsylvania Ave., N.W.

Washington, D.C. 20004

Tel: (202) 739-3000

Fax: (202) 739-3001

Attorneys for Opposers

DALLAS COWBOYS FOOTBALL CLUB,

LTD. and NFL PROPERTIES LLC

**CERTIFICATE OF SERVICE**

I hereby certify that a copy of the foregoing Notice of Opposition has been sent via first class mail, postage pre-paid on this 6th day of September 2016 to:

The Palmer Williams Group  
119 Patricia Ave  
Mobile, Alabama 36610-2114

/s/ Kristin H. Altoff